

CONTRACT

WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

nd:

GMMB/Greer Margolis Mitchell & Burns
1010 Wisconsin Avenue
Suite 800
Washington, DC 20007

Contract / Revision 575249 /		Alt Order # 07904048
Product OBAMA/P/D SKED C		
Contract Dates 09/18/12 - 10/01/12		Estimate # 95/101/1781
Advertiser Obama/D/President		Original Date / Revision 10/26/12 / 10/26/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WTKR	Account Executive Jamie Andrus	Sales Office Washington, D.C.
Special Handling		
Demographic Adults 35+		
IDB# 8020	Advertiser Code 95	Product Code 101
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	3	09/18/12	09/21/12	CBS Daytime	1228-3pm		:30			NM	8	\$3,320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-TWTF--				8	\$415.00			
2	3	09/18/12	09/21/12	Ellen Degeneres 3pm	3-4pm		:30			NM	4	\$1,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-TWTF--				4	\$280.00			
E 3	3	09/18/12	09/30/12	NCIS	8-9pm		:30			NM	1	\$1,470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-T-----				1	\$1,470.00			
Week:		09/24/12	09/30/12	-T-----				1	\$1,470.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	3	09/24/12-09/30/12	NCIS	8-9pm	-Tu-----	:30		\$1,470.00	NM		
	Credited											
E 4	3	09/18/12	09/30/12	Tuesday Prime	9-10pm		:30			NM	1	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-T-----				1	\$1,275.00			
Week:		09/24/12	09/30/12	-T-----				1	\$1,275.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	3	09/24/12-09/30/12	Tuesday Prime	9-10pm	-Tu-----	:30		\$1,275.00	NM		
	Credited											
5	3	09/18/12	09/30/12	Thursday Prime	10-11pm		:30			NM	2	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---T---				1	\$1,275.00			
Week:		09/24/12	09/30/12	---T---				1	\$1,275.00			
E 6	3	09/18/12	09/30/12	Friday Prime	8-9pm		:30			NM	1	\$885.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	----F--				1	\$885.00			
Week:		09/24/12	09/30/12	----F--				1	\$885.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	3	09/24/12-09/30/12	Friday Prime	8-9pm	-----F--	:30		\$885.00	NM		
	Credited											
7	3	09/24/12	09/28/12	CBS Daytime	1228-3pm		:30			NM	14	\$5,810.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTWTF--				14	\$415.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

Contract / Revision	Alt Order #
575249 /	07904048

Contract Dates	Product	Estimate #
09/18/12 - 10/01/12	OBAMA/P/D SKED C	95/101/1781

Advertiser	Original Date / Revision
Obama/D/President	10/26/12 / 10/26/12

											Totals	
Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
8	3	10/01/12	10/01/12	CBS Daytime	1228-3pm		:30			NM	2	\$830.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	M-----				2	\$415.00			
9	3	09/24/12	09/28/12	Ellen Degeneres 3pm	3-4pm		:30			NM	5	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MTWTF--				5	\$280.00			
10	3	10/01/12	10/01/12	Ellen Degeneres 3pm	3-4pm		:30			NM	1	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	M-----				1	\$280.00			
Totals											39	\$18,940.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/30/12	36	\$17,830.00	\$15,155.50
10/01/12 - 10/01/12	3	\$1,110.00	\$943.50
Totals	39	\$18,940.00	\$16,099.00

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.